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6 SEM TDC RMKT 3 (Sp)

2014

(May)

COMMERCE

(Speciality)

Course : 603

(Rural Marketing)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Write True or False : 1×8=8

- (a) Need recognition is the first step in a buying decision.
- (b) The rural market accounts for less than 50% of the sales of durables.
- (c) Rural consumers are heterogeneous from income point of view.
- (d) People who by virtue of their competence or acceptability yield influence on others are regarded as opinion leaders.

- (e) The limited sociability of villagers results in poor brand communication and high preferences for branded products.
- (f) The Consumers' Protection Act was passed in 1986.
- (g) Motivation is an inner urge that moves or prompts action.
- (h) Positioning is the act of finding a place in the minds of consumers and locating the brand therein.

2. Write short notes on (any four) : 4×4=16

- (a) Microfinance
- (b) Rural retailing
- (c) Lifestyle
- (d) Life cycle needs
- (e) FMCG
- (f) Scope of rural marketing

3. (a) Critically examine the problems of marketing agricultural products in India.

14

Or

- (b) Analyse the role of cooperatives in the marketing of agricultural products.

4. (a) Give an account of various distribution channels concerned with rural marketing. 14

Or

- (b) Discuss the features of a successful marketing strategy in the context of rural marketing.

5. (a) What is market segmentation? Discuss the prerequisites of market segmentation. 4+10=14

Or

- (b) Discuss the features of the rural segment. How does this segment differ from urban segment? 7+7=14

6. (a) Discuss the major factors of marketing environment with special reference to the socio-cultural factors. 14

Or

- (b) Examine the role of economic and geographical factors in the context of rural marketing. 7+7=14

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